



Station Order Revised Add to Schedule Heinrich for Senate 2012

Market: Albuquerque

Flight Dates: Tuesday, August 28, 2012 to Sunday, September 02, 2012

Estimate ID

11720

Contact: Jim Giudicessi

Phone: 505-246-2222

Email: Jim.Giudicessi@krqe.com

Fax: 505-944-0259

Direct: 505-998-9530

KRQE-S2

201936

Jug
8/27/12

| Program Name | DP | Days Length | Gross Rate | Tue Aug 28 | Wed Aug 29 | Thu Aug 30 | Fri Aug 31 | Sat Sep 01 | Sun Sep 02 | Total |
|--|----|----------------|---------------------------------|------------------|------------------|------------------|------------------|------------------|------------------|-------|
| | | | | | | | | | | |
| CBS This Morning 7:00 AM 9:00 AM | EM | M-F 30 | \$150.00 \$150.00 | 3 | | | 1 | | | 1 |
| KRQE Noon News 12:00 PM 12:30 PM | DT | M-F 30 | \$275.00 \$275.00 | 3 | | | 1 | | | 1 |
| Dr. Phil 3:00 PM 4:00 PM | EF | M-F 30 | \$300.00 \$300.00 | 2 | 1 | | | | | 1 |
| KRQE 4:30p News 4:30 PM 5:00 PM | EN | M-F 30 | \$550.00 \$550.00 | 2 | | 1 | | | | 1 |
| Saturday 5:30p News 5:30 PM 6:00 PM | EN | Sa 30 | \$175.00 \$175.00 | 4 | | | | 1 | | 1 |
| Jeopardy 6:00 PM 6:30 PM | PA | M-F 30 | \$1,400.00 \$5,600.00 | 2 | 1 | 1 | 1 | | | 4 |
| Undercover Boss 7:00 PM 8:00 PM | PT | F 30 | \$1,200.00 \$1,200.00 | 3 | | | 1 | | | 1 |
| KRQE 10p News 10:00 PM 10:35 PM | LN | M-F 30 | \$1,100.00 \$1,100.00 | 3 | | 1 | | | | 1 |
| Station Gross Totals | | | \$9,350.00 | 1 | 2 | 3 | 4 | 1 | | 11 |

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzanne@mediastategies.com

Date/Time Sent: 8/27/2012 12:45:41 PM

KRQE-S2

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Station Buy Detail

Albuquerque-Santa Fe,TV Add 2nd

Est ID: 11720

Client: Heinrich for Senate 2012**Flight Dates:** Tuesday, August 28, 2012 to Sunday, September 02, 2012**KRQE-S2**

| Program Name | DP | Length | Rate | Tue | Wed | Thu | Fri | Sat | Sun | Total |
|-----------------------|----|--------|-------------------|----------|----------|----------|----------|----------|-----|-----------|
| | | | | Aug | Aug | Aug | Aug | Sep | Sep | |
| | | | | 28 | 29 | 30 | 31 | 01 | 02 | |
| CBS This Morning | EM | M-F | \$150.00 | | | | 1 | | | 1 |
| 7:00 AM - 9:00 AM | | 30 | \$150.00 | | | | | | | |
| KRQE Noon News | DT | M-F | \$275.00 | | | | 1 | | | 1 |
| 12:00 PM - 12:30 PM | | 30 | \$275.00 | | | | | | | |
| Dr. Phil | EF | M-F | \$300.00 | | 1 | | | | | 1 |
| 3:00 PM - 4:00 PM | | 30 | \$300.00 | | | | | | | |
| KRQE 4:30p News | EN | M-F | \$550.00 | | | 1 | | | | 1 |
| 4:30 PM - 5:00 PM | | 30 | \$550.00 | | | | | | | |
| Saturday 5:30p News | EN | Sa | \$175.00 | | | | | 1 | | 1 |
| 5:30 PM - 6:00 PM | | 30 | \$175.00 | | | | | | | |
| Jeopardy | PA | M-F | \$1,400.00 | 1 | 1 | 1 | 1 | | | 4 |
| 6:00 PM - 6:30 PM | | 30 | \$5,600.00 | | | | | | | |
| Undercover Boss | PT | F | \$1,200.00 | | | | 1 | | | 1 |
| 7:00 PM - 8:00 PM | | 30 | \$1,200.00 | | | | | | | |
| KRQE 10p News | LN | M-F | \$1,100.00 | | | 1 | | | | 1 |
| 10:00 PM - 10:35 PM | | 30 | \$1,100.00 | | | | | | | |
| Station Totals | | | \$9,350.00 | 1 | 2 | 3 | 4 | 1 | | 11 |
| Station Net | | | \$7,947.50 | | | | | | | |

KRQE-S2

Jim Giudicessi

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203, 303-989-4700

11350 Random Hills Road, Suite 670, Fairfax, Virginia 22030, 703-877-2000

13 Broadcast Plz SW Albuquerque NM

Page 1 of 1

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

| | |
|---|----------------------------------|
| Station and Location: KRQE-TV Albuquerque | Date: 8/27/2012 |
|---|----------------------------------|

I, Media Strategies and Research,
being/on behalf of: Martin Heinrich, a legally
qualified candidate of the Democratic political
party for the office of: U.S. Senate
in the General
election to be held on: Tuesday, November 06, 2012
do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|--------------------------|----------------------------------|-----------------------|----------------------------|----------------|-----------------|
| | | SEE ATTACHED SCHEDULE | | | |
| Date of First Broadcast: | | | Date of Last Broadcast: | | |
| Tuesday, August 28, 2012 | | | Sunday, September 02, 2012 | | |
| | | | | | |

Total Charges: \$9,350.00

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Martin Heinrich for Senate

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Valerie J. Borrego

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

Monday, August 27, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

Spot Manager: All, 08/28/12-09/02/12

| Alt Order # | Advertiser | Order | Inv. Code (Book | Time Period | Length | Priori | Chann | Product | Estimate | Air Time | Ad-ID | Rate |
|-----------------------|-----------------|------------------------|-----------------|-------------|--------|-----------------|-------|---------|----------|---------------------|-------|------------|
| Date: 08/28/12 | | | | | | | | | | | | |
| Station: KRQE | | | | | | | | | | | | |
| | POL/Heinrich fi | 201936 M-F 6p-630p | M-F 6p-630p | :30 P2 | [ALL] | HEINRICH I11720 | | | | 6:20:14 PM MHTV1202 | | \$1,400.00 |
| | | | | | | | | | | | | \$1,400.00 |
| | | | | | | | | | | | | \$1,400.00 |
| Date: 08/29/12 | | | | | | | | | | | | |
| Station: KRQE | | | | | | | | | | | | |
| | POL/Heinrich fi | 201936 Dr. Phil | 3p-4p | :30 P2 | [ALL] | HEINRICH I11720 | | | | 3:33:17 PM | | \$300.00 |
| | POL/Heinrich fi | 201936 M-F 6p-630p | M-F 6p-630p | :30 P2 | [ALL] | HEINRICH I11720 | | | | 6:12:30 PM | | \$1,400.00 |
| | | | | | | | | | | | | \$1,700.00 |
| | | | | | | | | | | | | \$1,700.00 |
| Date: 08/30/12 | | | | | | | | | | | | |
| Station: KRQE | | | | | | | | | | | | |
| | POL/Heinrich fi | 201936 Dr. Phil | 3p-4p | :30 P2 | [ALL] | HEINRICH I11720 | | | | 3:15:16 PM | | \$550.00 |
| | POL/Heinrich fi | 201936 M-F 6p-630p | M-F 6p-630p | :30 P2 | [ALL] | HEINRICH I11720 | | | | 6:05:46 PM | | \$1,400.00 |
| | POL/Heinrich fi | 201936 LN M-F | 10p-1035p | :30 P3 | [ALL] | HEINRICH I11720 | | | | 10:25:51 PM | | \$1,100.00 |
| | | | | | | | | | | | | \$3,050.00 |
| | | | | | | | | | | | | \$3,050.00 |
| Date: 08/31/12 | | | | | | | | | | | | |
| Station: KRQE | | | | | | | | | | | | |
| | POL/Heinrich fi | 201936 CBS This Mornin | CBS Early St | :30 P3 | [ALL] | HEINRICH I11720 | | | | 7:53:44 AM | | \$150.00 |
| | POL/Heinrich fi | 201936 M-F KRQE News | 12p-1230p | :30 P3 | [ALL] | HEINRICH I11720 | | | | 12:28:26 PM | | \$275.00 |
| | POL/Heinrich fi | 201936 M-F 6p-630p | M-F 6p-630p | :30 P2 | [ALL] | HEINRICH I11720 | | | | 6:06:16 PM | | \$1,400.00 |
| | POL/Heinrich fi | 201936 Fri Hour 1 | 7p-8p | :30 P3 | [ALL] | HEINRICH I11720 | | | | 7:39:22 PM | | \$1,200.00 |
| | | | | | | | | | | | | \$3,025.00 |
| | | | | | | | | | | | | \$3,025.00 |
| Date: 09/01/12 | | | | | | | | | | | | |
| Station: KRQE | | | | | | | | | | | | |
| | POL/Heinrich fi | 201936 Sa KRQE News | 530p-6p | :30 P4 | [ALL] | HEINRICH I11720 | | | | | | \$175.00 |
| | | | | | | | | | | | | \$175.00 |
| | | | | | | | | | | | | \$175.00 |
| | | | | | | | | | | | | \$9,350.00 |

[Sorted by: Date]

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Martin Heinrich for Senate

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The name of the treasurer of the candidate's authorized committee is:

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To Be Signed By Candidate or Authorized Committee

Monday, August 27, 2012

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title